

Message Text

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ACTION ARA-10

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TO USDOC WASHDC

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UNCLAS ASUNCION 2909

E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR - NICOLAS BO S.A.

REF: USDOC 9135

1. ADDRESS: CASILLA POSTAL 213; CALLE MONTEVIDEO
ESQUINA PIRIBEBUY, ASUNCION, PARAGUAY. CABLE: BO.
TELEX: 116PY BO ASN. PHONE: 41364. OFFICER: MRS.
FRANCA BO, MANAGER.

2. LARGE FIRM ESTABLISHED 1935. EMPLOYS 110 OF WHICH
20 ARE IN SALES, 20 ARE ADMINISTRATIVE PERSONNEL AND
70 WORKERS. ACTS AS IMPORTER, AGENT, DISTRIBUTOR,
WHOLESALE AND RETAILER OF PASSENGER CARS AND MOTOR
TRUCKS, PARTS AND ACCESSORIES, TIRES AND INNER TUBES,
OILS AND GREASES, RUBBER PRODUCTS, ELECTRICAL WIRE,
HOME REFRIGERATORS, BICYCLES AND PARTS. OPERATIONS
INCLUDE SERVICE AND REPAIR FACILITIES.

3. FINANCIAL REFERENCES: BANK OF AMERICA N.T. AND
S.A., CASILLA POSTAL 1321; BANK OF LONDON AND SOUTH
AMERICAN LTD., CASILLA POSTAL 696; BOTH OF ASUNCION
PARAGUAY. COMMERCIAL REFERENCES: PIRELLI (S.P.A.),
PIAZZA DUCA D'AOSTA 3, 20100 MILAN, ITALY; (S.P.A.),
CORSO G. MARCONI 10/20, TURIN, ITALY.

4. MAJOR FOREIGN FIRMS REPRESENTED: PIRELLI (S.P.A.)
(WORLDWIDE), RUBBER PRODUCTS, ELECTRICAL WIRE, SINCE
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1935; FIAT (S.P.A.) (WORLDWIDE), MOTOR VEHICLES, SINCE 1957.

5. THIS FAMILY-OWNED COPORATION IS ONE OF THE LEADING PARAGUAYAN FIRMS. IN ADDITION TO ITS MAIN OFFICE, SALES AND EXHIBITION FACILITIES, LOCATED IN LARGE AND MODERN PREMISES, OWNED BY THE BO FAMILY, IN THE CENTER OF ASUNCION, IT ALSO OWNS AND OPERATES THREE LARGE MOTOR VEHICLE SERVICE AND GASOLINE STATIONS IN THIS CITY, AND CONTROL ONE OF THE TWO LOCAL MOTOR VEHICLE TIRE RECAPPING ESTABLISHMENTS IN PARAGUAY. THE FIRM HAS AGENTS IN THE SEVERAL LOCALITIES OF THE INTERIOR. VISITING SALESMEN COVER THE NATIONAL TERRITORY. NICOLAS BO S.A. HAS SHOWN STEADY GROWTH, SOUND MANAGEMENT, AGRESSIVENESS IN SALES, AND HAS GOOD BUSINESS AND CREDIT RECORD. THREE GENERATIONS OF BO'S ARE ACTIVE IN THE BUEINESS. THE BO'S ARE AN ENTERPRISING FAMILY WHICH IN ADDITION TO SUBJECT FIRM, OWN AND OPERATE LARGE AND VALUABLE REAL ESTATE PROPRIETIES, AN INSURANCE COMPANY, AND, SINCE 1963, THE MONOPOLY OF CIGARETTE MANUFACTURING IN PARAGUAY. THE FIRM IS RECOMMENDED AS A SUITABLE TRADE CONTACT FOR US FIRMS.

6. JULY 1975.

BRIGGS

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